

ORDER

KSNV

Orders
Order / Rev: 106218
Alt Order #: 06839269
Product Desc: RNC-ROMNEY
Estimate: 313
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/06/12 / 08/14/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant St.
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: RNC/Romney for President *-Revised*
Demographic: A35+
Product Codes: PLC03
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	102	\$113,550.00	\$96,517.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	102	\$113,550.00	\$96,517.50	0.00
Totals	102	\$113,550.00	\$96,517.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	33%	\$113,550.00
Market	100%	\$344,090.91

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,227.27
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$68,818.18
KTUD	0%	\$0.00
KVVU	15%	\$51,613.64
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,881.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTF--			1		\$6,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	--WTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					1	\$6,000.00		0.00			
E 2	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					1	\$1,000.00		0.00			
E 3	KSNV	08/08/12	08/10/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	6	\$700.00	1	0.00	NM	6	\$4,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$700.00		0.00			
E 4	KSNV	08/13/12	08/14/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$700.00		0.00			
E 5	KSNV	08/13/12	08/14/12	Today Show Today Show	CM	658a-9am	MT-----	:30	4	\$1,400.00	1	0.00	NM	4	\$5,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,400.00		0.00			
E 6	KSNV	08/08/12	08/10/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	6	\$1,400.00	1	0.00	NM	6	\$8,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,400.00		0.00			
E 7	KSNV	08/13/12	08/14/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MT-----	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$500.00		0.00			
E 8	KSNV	08/08/12	08/10/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	--WTF--	:30	9	\$1,200.00	3	0.00	NM	9	\$10,800.00
OLY DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					9	\$1,200.00		0.00			
E 9	KSNV	08/13/12	08/14/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 10	KSNV	08/13/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 11	KSNV	08/13/12	08/14/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$425.00		0.00			
E 12	KSNV	08/13/12	08/14/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$425.00		0.00			
E 13	KSNV	08/13/12	08/14/12		CM	2pm-3pm	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Doctors											
				The Doctors											
DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$325.00		0.00			
E 14	KSNV	08/13/12	08/14/12	Dr. Phil	CM	3-4p	MT-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
				Dr Phil											
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$450.00		0.00			
E 15	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$600.00		0.00			
E 16	KSNV	08/13/12	08/14/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MT-----	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					3	\$700.00		0.00			
E 17	KSNV	08/13/12	08/14/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 18	KSNV	08/08/12	08/10/12	M-F Early News	CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 19	KSNV	08/08/12	08/10/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 20	KSNV	08/13/12	08/14/12	M-F Jeopardy	CM	630-7pm	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Jeopardy											
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					4	\$1,000.00		0.00			
E 21	KSNV	08/13/12	08/14/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$1,100.00		0.00			
E 22	KSNV	08/08/12	08/10/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$1,000.00		0.00			
E 23	KSNV	08/08/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	--WTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
				News 3 Olympic Zone											
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$750.00		0.00			
E 24	KSNV	08/08/12	08/10/12	Olympics Late News 3	CM	11pm-12:35am	--WTF--	:30	6	\$1,000.00	2	0.00	NM	6	\$6,000.00
				Late News during Olympics											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$1,000.00		0.00			
E 25	KSNV	08/11/12	08/11/12		CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Daytime Week											
				Olympics Daytime WEEKEND											
				OLY DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-					4	\$1,700.00		0.00			
E 27	KSNV	08/11/12	08/11/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.003		0.00	NM	2	\$12,000.00
				Olympics Primetime											
				PRIME OLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-					2	\$6,000.00		0.00			
E 28	KSNV	08/11/12	08/11/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	2	\$1,000.002		0.00	NM	2	\$2,000.00
				Late News during Olympics											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S-					2	\$1,000.00		0.00			
E 29	KSNV	08/12/12	08/12/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	4	\$1,700.003		0.00	NM	4	\$6,800.00
				Olympics Daytime WEEKEND											
				OLY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S					4	\$1,700.00		0.00			
E 30	KSNV	08/12/12	08/12/12	SUN. 6PM NEWS OLYM	CM	Sun. 6p-7p	-----S	:30	2	\$1,000.001		0.00	NM	2	\$2,000.00
				SUN 6p News Hour OLYMPICS(6:00 PM-6:30 PM)											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S					2	\$1,000.00		0.00			
E 31	KSNV	08/12/12	08/12/12	Olympics Late News 3	CM	11pm-12:35am	-----S	:30	2	\$1,000.002		0.00	NM	2	\$2,000.00
				Late News during Olympics											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	-----S					2	\$1,000.00		0.00			
													Totals	102	\$113,550.00